

ORDER



Orders
Order / Rev: 705846
Alt Order #: 06272807
Product Desc: OBAMA SCHED B
Estimate: 1596
Flight Dates: 08/12/12 - 08/16/12
Original Date / Rev: 08/10/12 / 08/10/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/06/12	08/12/12	1	\$12,000.00	\$10,200.00
08/13/12	08/19/12	15	\$16,000.00	\$13,600.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	16	\$28,000.00	\$23,800.00	0.00
Totals	16	\$28,000.00	\$23,800.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WUSA	8%	\$28,000.00
Market	100%	\$350,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	3%	\$10,500.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	22%	\$77,000.00
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	53%	\$185,500.00
WTTG	14%	\$49,000.00
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	08/13/12	08/16/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWT---	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWT---			5		\$1,200.00		0.00				
2	WUSA	08/13/12	08/16/12	DT Soaps/Talk	CM	1230-3PM (12:30 PM-3:00 PM)	MTWT---	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWT---			5		\$1,200.00		0.00				

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Product Desc: OBAMA SCHED B
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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WUSA	08/13/12	08/16/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWT---	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWT---			5		\$800.00		0.00				
4	WUSA	08/12/12	08/12/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S			1		\$12,000.00		0.00				
													Totals	16	\$28,000.00